What is claimed is:

1. A method comprising:
receiving, at an apparatus, one or more device discovery response messages, the one or more device discovery response messages including information regarding source device of the respective message;
determining, by the apparatus, whether any of the one or more received device discovery response messages includes a predefined indication; and
selecting, by the apparatus, when determining that one or more of the received device discovery response message includes the predefined indication, source device of the one or more device discovery response messages including the predefined indication for immediate connection establishment.

2. A method according to claim 1, wherein the predefined indication indicates that the source device has been touched.

3. A method according to claim 1, wherein the immediate connection establishment is performed automatically without manual user input and includes displaying an indication that a wireless communication connection will be established with the source device of the one or more device discovery response messages including the predefined indication.

4. A method according to claim 1 further comprising:
measuring, by the apparatus, signal strength of the received one or more device discovery response messages including the predefined indication; and
selecting, by the apparatus, the source device of the one or more device discovery response messages including the predefined indication for immediate connection establishment when the measured signal strength exceeds a predefined threshold level.

5. A method according to claim 4, wherein the predefined threshold level correlates with the apparatus being located close to a touching range from the source apparatus.

6. An apparatus, comprising:
at least one processor; and
at least one memory including executable instructions, the at least one memory and the executable instructions being configured to, in cooperation with the at least one processor, cause the apparatus to perform at least the following:
receive one or more device discovery response messages, the one or more device discovery response messages including information regarding source device of the respective message;
determine whether any of the one or more received device discovery response messages includes a predefined indication; and
select, in response to the determination that one or more of the received device discovery response messages includes the predefined indication, source device of the one or more device discovery response messages for immediate connection establishment.

7. An apparatus according to claim 6, wherein the predefined indication indicates that the source device has been touched.

8. An apparatus according to claim 6, wherein the immediate connection establishment is performed automatically without manual user input.

9. An apparatus according to claim 8, wherein the at least one memory and the executable instructions being further configured to, in cooperation with the at least one processor, cause the apparatus to display an indication that a wireless communication connection will be established with the source device of the one or more device discovery response messages including the predefined indication.

10. An apparatus according to claim 6, wherein the at least one memory and the executable instructions being further configured to, in cooperation with the at least one processor, cause the apparatus to:
measure signal strength of the received one or more device discovery response messages including the predefined indication; and
select the source device of the one or more device discovery response messages including the predefined indication for immediate connection establishment when the measured signal strength exceeds a predefined threshold level.

11. An apparatus according to claim 10, wherein the predefined threshold level correlates with the apparatus being located close to a touching range from the source apparatus.

12. An apparatus according to claim 10, wherein the one or more device discovery response messages comply with Bluetooth communication protocol and the immediate connection establishment comprises establishment of a Bluetooth connection with the source device.

13. A computer program product comprising computer executable program code recorded on a non-transitory computer readable storage medium, the computer executable program code comprising:
code configured to cause receiving one or more device discovery response messages, the one or more device discovery response messages including information regarding source device of the respective message;
code configured to cause determining whether any of the one or more received device discovery response messages includes a predefined indication; and
code configured to cause selecting, in response to the determination that one or more of the received device discovery response messages includes the predefined indication, source device of the one or more device discovery response messages for immediate connection establishment.

14. A method comprising;
monitoring output of at least one sensor at an apparatus;
determining, by the apparatus, whether any of the monitored sensor output satisfies predefined response criteria; and
transmitting a device discovery response message including a predefined indication in response to detecting a device discovery message within a predefined time period after determination of a sensor output satisfying the predefined response criteria.

15. A method according to claim 14, wherein the at least one sensor comprises a motion sensor, and the sensor output satisfying the predefined response criteria correlates with motion sensor data when the apparatus has been touched.

16. A method according to claim 14, wherein the predefined indication indicates that the apparatus has been touched.

17. An apparatus, comprising:
at least one processor; and
at least one memory including executable instructions, the at least one memory and the executable instructions being configured to, in cooperation with the at least one processor, cause the apparatus to perform at least the following: